

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	March 2007	March 2008	% Change	March 2007	March 2008	% Change	March 2007	March 2008	% Change	March 2007	March 2008	% Change	March 2007	March 2008	% Change
Apache County	56.0%	58.2%	3.9%	\$61.24	\$68.80	12.3%	\$34.31	\$40.04	16.7%	17,230	17,898	3.9%	30,752	30,752	0.0%
Cochise County	87.5%	82.2%	-6.1%	\$62.82	\$69.60	10.8%	\$54.96	\$57.20	4.1%	67,316	71,050	5.5%	76,942	86,459	12.4%
Coconino County	55.9%	61.6%	10.2%	\$70.88	\$79.73	12.5%	\$39.62	\$49.12	24.0%	177,461	195,882	10.4%	317,502	317,936	0.1%
Gila County	76.9%	72.8%	-5.3%	\$68.19	\$70.12	2.8%	\$52.43	\$51.07	-2.6%	25,575	25,601	0.1%	33,263	35,154	5.7%
Graham County		N/A			N/A			N/A			N/A		11,687	N/A	
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	88.0%	79.1%	-10.1%	\$157.08	\$159.13	1.3%	\$138.21	\$125.79	-9.0%	1,389,003	1,288,305	-7.2%	1,578,613	1,629,670	3.2%
Mohave County	64.5%	65.8%	2.0%	\$73.98	\$74.45	0.6%	\$47.71	\$48.96	2.6%	84,898	86,173	1.5%	131,657	131,037	-0.5%
Navajo County	59.0%	63.6%	7.8%	\$54.85	\$58.43	6.5%	\$32.36	\$37.14	14.8%	59,171	63,774	7.8%	100,316	100,316	0.0%
Pima County	83.9%	77.7%	-7.4%	\$123.93	\$123.17	-0.6%	\$103.98	\$95.72	-7.9%	395,234	375,429	-5.0%	471,076	483,073	2.5%
Pinal County	86.0%	80.5%	-6.4%	\$94.12	\$93.93	-0.2%	\$80.94	\$75.63	-6.6%	38,840	36,367	-6.4%	45,167	45,167	0.0%
Santa Cruz County	82.0%	76.4%	-6.8%	\$71.68	\$75.52	5.4%	\$58.81	\$57.73	-1.8%	24,390	22,727	-6.8%	29,729	29,729	0.0%
Yavapai County	75.8%	75.2%	-0.8%	\$124.86	\$131.80	5.6%	\$94.60	\$99.17	4.8%	106,239	107,660	1.3%	140,213	143,096	2.1%
Yuma County	84.7%	71.3%	-15.8%	\$84.42	\$85.08	0.8%	\$71.52	\$60.69	-15.1%	70,075	70,716	0.9%	82,708	99,138	19.9%

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County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change
Apache County	47.8%	49.2%	2.9%	\$60.96	\$68.06	11.6%	\$29.11	\$33.45	14.9%	42,635	43,882	2.9%	89,280	89,280	0.0%
Cochise County	82.0%	75.1%	-8.4%	\$62.48	\$69.26	10.9%	\$51.25	\$52.01	1.5%	183,213	188,510	2.9%	223,380	251,010	12.4%
Coconino County	43.8%	46.8%	6.8%	\$66.04	\$72.20	9.3%	\$28.92	\$33.80	16.9%	401,777	430,031	7.0%	917,473	918,733	0.1%
Gila County	71.4%	64.2%	-10.1%	\$65.01	\$68.53	5.4%	\$46.45	\$44.00	-5.3%	68,993	65,527	-5.0%	96,570	102,060	5.7%
Graham County		N/A			N/A			N/A		28,689	N/A		33,930	N/A	
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	80.9%	73.9%	-8.7%	\$151.17	\$162.70	7.6%	\$122.37	\$120.27	-1.7%	3,710,903	3,488,217	-6.0%	4,584,436	4,718,993	2.9%
Mohave County	58.3%	60.2%	3.3%	\$70.60	\$69.46	-1.6%	\$41.15	\$41.81	1.6%	222,801	229,374	3.0%	382,230	381,050	-0.3%
Navajo County	53.1%	56.5%	6.4%	\$54.22	\$57.27	5.6%	\$28.79	\$32.33	12.3%	154,621	164,420	6.3%	291,240	291,240	0.0%
Pima County	79.0%	73.4%	-7.1%	\$125.89	\$125.61	-0.2%	\$99.48	\$92.17	-7.3%	1,080,694	1,023,645	-5.3%	1,367,640	1,395,095	2.0%
Pinal County	80.3%	76.9%	-4.2%	\$89.32	\$93.64	4.8%	\$71.74	\$71.99	0.3%	105,323	100,818	-4.3%	131,130	131,130	0.0%
Santa Cruz County	77.5%	70.0%	-9.7%	\$72.24	\$74.85	3.6%	\$56.00	\$52.36	-6.5%	66,913	60,378	-9.8%	86,310	86,310	0.0%
Yavapai County	62.4%	60.1%	-3.7%	\$112.14	\$117.34	4.6%	\$69.93	\$70.54	0.9%	253,158	249,499	-1.4%	406,001	415,020	2.2%
Yuma County	86.9%	73.6%	-15.3%	\$83.81	\$84.57	0.9%	\$72.81	\$62.21	-14.6%	208,588	211,739	1.5%	240,120	287,820	19.9%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made